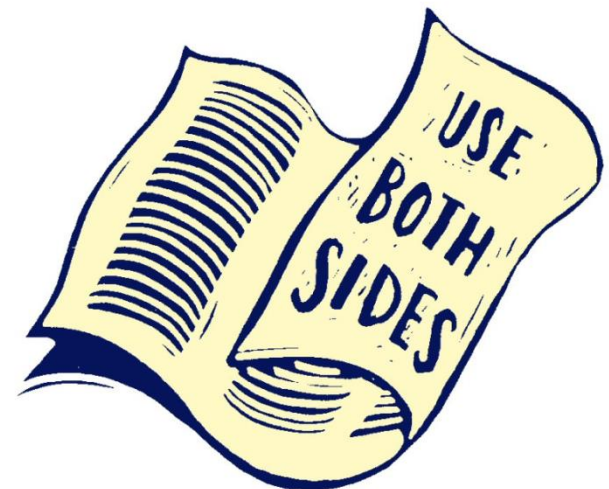# Paying to Go Green

Paying for Going Green

- Three main ways to raise funds for green improvements:

  1. Minimizing Costs

  2. Operational Savings

  3. Funding Sources

Minimizing Costs

- Starting the greening process doesn't have to cost money
  - Start with small or free initiatives
    - Double-siding paper copies
    - Printing less frequently
    - Increase recycling
    - Encourage water use reduction
    - Donate excess food

Minimizing Costs

- Starting with small initiatives can garner institutional support and funding
  - Momentum that can help attract attention for other greening opportunities

Minimizing Costs

- Create purchasing policies with a preference for environmentally intelligent products
  - Helps vendors anticipate your needs, which can keep costs down.

- Plan to purchase new products in bulk
  - For multiple facilities if possible

- Keep in mind, going green is about long-term investments

Operational Savings

- Improved efficiency means less waste
  - Translates into cost savings
  - Some green efforts have up front costs:
    - More efficient lighting, installing water-efficient fixtures
  - Calculate payback periods for installations
    - Include anticipated savings
      in resource use over time.

Operational Savings

- Keep track of any savings resulting from environmental initiatives
  - Publicize them to staff and administration
    - Encourage lasting behavior changes
  - Quantifying successes can help determine where your investments are making the most impact
    - Can inspire further investments

Operational Savings

- Encourage that operational savings on utility bills be set aside for further green investment
  - Going green can fund itself

- Consider budgets for purchasing, waste, and apply any savings from waste reduction to the relevant budget

Funding Sources

- Many larger infrastructure upgrade or retrofit projects have high upfront costs
  - Can deter implementation despite medium- or long-term savings
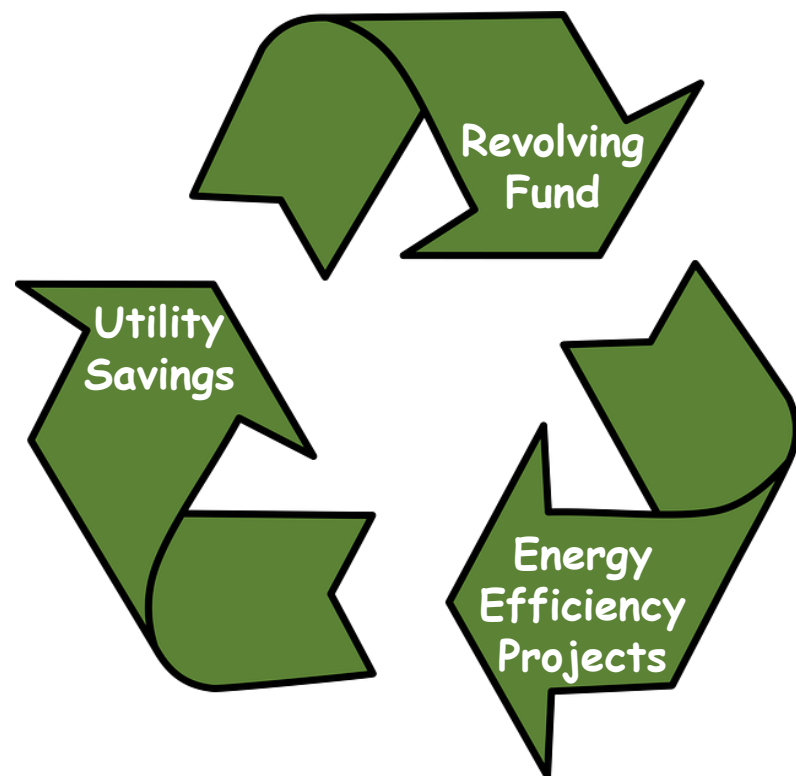 - How can these larger upfront costs be covered?

Funding Sources

- Green Revolving Funds

- Sponsors/Corporate Partners

- Donors/Alumni

- Other Sources

Green Revolving Funds

- AKA Sustainability Revolving Loan Funds

- In recent years, GRFs have become increasingly popular on campuses in the United States.

Green Revolving Funds

- A central fund is replenished as individual projects pay back their loans, creating the opportunity to issue other loans to new projects

  – Start with fast payback projects to build central fund.

  – Can be scaled to fit your operation

Sponsors/Corporate Partners

- Going green can open up opportunities with existing or new sponsors who also prioritize environmental stewardship

- Through sponsoring, corporate partners strengthen their green branding while providing resources

Sponsors/Corporate Partners

- Involving sponsors can provide a variety of benefits, including:
  - Direct funding
  - Publicity
  - Infrastructure
  - Environmental expertise & services
  - Staff time
  - Hosting community events

Donors/Alumni

- Donations are often a primary source of funding for major capital projects on campus.

- Greening programs enhance alumni and community connections, helping to broaden appeals to alumni for donations.

Other Funding Sources

- Grants are available for student projects

- Many green initiatives currently have incentives attached

- Some energy-efficient equipment comes with rebates

Other Funding Sources

- Renewable investment tax credits

  – Renewed in December 2015

    - Currently 30%

    - Will drop to 26% after 2019

Other Funding Sources

- Energy Performance Contracting
  - Complete the green project and pay for the upfront costs
  - Paid through energy savings for a period of time
  - After, savings go to facility

Other Funding Sources

- Research whether there are subsidies for green initiatives
  - State, local, federal
  - Based on project type
- Figure out which funding sources work best for your project and organization

Resources:

- [Database of State Incentives for Renewables and Efficiency](#)

- US Small Business Administration: [State and Local Energy Efficiency Programs](#)

- [Green Sports Alliance](#)

- [Natural Resources Defense Council's Greening Advisor](#)

Questions?

Division of Compliance Assistance

1-800-926-8111

envhelp@ky.gov